

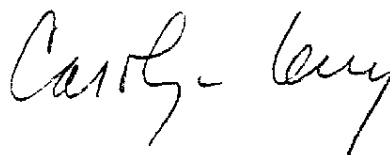
TO: Mr. John Gavin
FROM: Carolyn Levy
SUBJECT: Ad/Pack Tests M 10 and M 21

DATE: August 15, 1986

As per our discussion, we would like to have the Salem and Salem Lights cigarettes for these tests overtipped with special white tipping paper with a gold or green ring on it.

We feel that the appearance of the Salem and Salem Lights will be substantially improved by this special tipping. Furthermore, these white-tipped cigarettes will not be at a disadvantage relative to the cork-tipped Kool, Newport and Kool Milds with their cork-on-white overtipping.

Since ad/pack tests are monadic, cigarette appearance is critical. Please let me know if I can provide further information.



CL/sl
cc: N. Brennan
K. Eisen
T. Goodale
J. Isaacs
A. Krut
K. Miller
J. Myracle
J. Zoler

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